

ABSTRACT OF THE DISCLOSURE

A method for guiding consumers to promotional material stored electronically on a computer database is described. The consumers are directed to a website where the
5 promotional material can be accessed. A list of geographic locations where the promotional material is usable is provided for the consumer to select. The consumer selects a geographic location and then categories of promotional material are provided for the consumer to further define the
10 area of interest for promotional material. The promotional material for the selected geographic location and category is then displayed for the consumer. The consumer can select and print the desired promotional material. Promotional material in the form of weekly advertisements are prepared
15 in a media independent form prior to entry on the web site. The advertisements are stored in an encapsulated postscript file, manipulated to the desired form, and stored as a digital image in a compressed file with key words. The consumer can then search for particular items in the
20 promotional material through the key words.

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